

**COMMONWEALTH OF KENTUCKY**  
**BEFORE THE PUBLIC SERVICE COMMISSION**

**In the Matter of:**

<b>SOUTH CENTRAL BELL TELEPHONE</b>	<b>)</b>	
<b>COMPANY'S PROPOSED TARIFF</b>	<b>)</b>	
<b>REVISIONS FOR SPECIAL PROMOTIONS</b>	<b>)</b>	<b>CASE NO. 90-082</b>
<b>OF PRESTIGE COMMUNICATIONS SERVICE</b>	<b>)</b>	
<b>AND GROUPING SERVICE</b>	<b>)</b>	
<b>(G.S.T., A4.2.3.C.13)</b>	<b>)</b>	

**O R D E R**

This matter arising upon petition of South Central Bell Telephone Company ("South Central Bell"), filed March 1, 1990 pursuant to 807 KAR 5:001, Section 7, for confidential protection of certain portions of its Contribution Analyses (Attachments 1 and 3) and the cost support pages (Attachments 2 and 4) on the grounds that the information is competitively significant and could be used by South Central Bell's competitors to its detriment, and it appearing to this Commission as follows:

On March 1, 1990, South Central Bell filed a revised tariff which proposed the addition of its Prestige Communications Service and its Grouping Service to those services offered under special promotion periods for which the service ordering charge is waived. In support of the revised tariff, South Central Bell submitted as Attachments 1 and 3 a summary of the reduced revenues estimated to result from waiving ordering charges and a summary of increased revenues estimated to result from sales stimulated by the waiver. Attachments 1 and 3 also show the fully assigned and directly assigned cost of the services and estimate the cost increase that

could result from stimulated sales. South Central Bell also filed as Attachments 2 and 4 the specific cost elements for the services covered by the proposal. Both the Prestige Communications Service and the Grouping Service perform functions similar to unregulated customer premises equipment offered by competitors of South Central Bell.

The information which South Central Bell seeks to protect as confidential is not known outside of South Central Bell, is not disseminated within South Central Bell, and is known only to those South Central Bell employees who have a legitimate business need to know and act upon the information. South Central Bell seeks to preserve the confidentiality of this information through all appropriate means including the maintenance of appropriate security at its offices.

807 KAR 5:001, Section 7, protects information as confidential when it is established that disclosure is likely to cause substantial competitive harm to the party from whom the information was obtained. In order to satisfy this test, the party claiming confidentiality must demonstrate actual competition and a likelihood of substantial competitive injury if the information is disclosed. Competitive injury occurs when disclosure of the information gives competitors an unfair business advantage.

The contribution analyses and the cost support pages in Attachments 1 and 3 contain sales forecasts and costs of providing

the new services and the cost support pages contained in Attachments 2 and 4 provide the specific cost elements for the new service. The supporting forecast and cost data could be used by competitors to analyze South Central Bell's position in the market and disclosure of the information would thus be harmful to South Central Bell and would affect the market, revenue potential, and competitive position of the services. Therefore, the information should be protected from public disclosure.

This Commission being otherwise sufficiently advised,

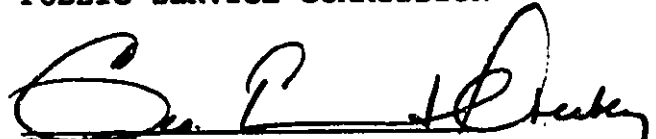
IT IS ORDERED that:


1. The summary of reduced revenue estimated to result from waiving ordering charges and the summary of increased revenue estimated to result from sales stimulated by the promotion and the fully assigned and directly assigned cost of the services and the cost increase that would result from the stimulated sales contained in Attachments 1 and 3 and the cost elements for the services by the proposal contained in Attachments 2 and 4, which South Central Bell has petitioned be withheld from public disclosure, shall be held and retained by this Commission as confidential and shall not be open for public inspection.


2. South Central Bell shall, to the extent that it has not already done so, within 10 days of this Order, file an edited copy of the contribution analyses and the cost support pages with the confidential material obscured for inclusion in the public record, with copies to all parties of record.

Done at Frankfort, Kentucky, this 23rd day of April, 1990.

PUBLIC SERVICE COMMISSION

  
Chairman

  
Vice Chairman

  
Commissioner

ATTEST:

  
Executive Director